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News Release ~ Communiqué

Canada-B.C. agreement on communications and cultural industries supports multimedia

VANCOUVER, July 20, 1995 - A High Resolution Digital Image Construction project that demonstrates leading edge production capabilities in the rapidly expanding digital imaging and interactive entertainment fields, a study of the B.C. Multimedia Industry and a project testing Broadband Networking in Digital Post Production spearheaded by the Centre for Image and Sound Research have received funding under the Canada-B.C. Agreement on Communications and Cultural Industries.

The funding was announced today by Canadian Heritage Minister Michel Dupuy and Bill Barlee, B.C. Minister of Small Business, Tourism and Culture.

The High Resolution Digital Image Construction computer modelling and animation project "One Thousand Poems from the Garden of Centred Wisdom" will recrate in digital form the Yuan Ming Yuan Garden, 148 gardens located at the Chinese imperial summer palace, before its destruction. Using and developing state of the art Canadian technology, the garden's literature, paintings and maps will be brought to life by the Centre for Image and Sound Research and its partners: Xing Xing Computer Consultants Ltd., and DNA Multimedia, the University of British Columbia and Alias.

Support of up to $48,700 was presented to the Centre for Image and Sound Research to help develop and market the technology used in the creation of this computer animation project This project offers opportunities to Canadian software tool developers to create original products and exchange new multimedia knowledge.

Further support of up to $100,000 was offered to the Centre for Image and Sound Research for a study into the situation, needs and prospects of the multimedia industry in B.C. The Centre for Image and Sound Research, together with its partner - the International Interactive Communications Society, will establish a new strategic plan to develop the emerging multimedia industry in B.C. through a survey of multimedia companies, detailed interviews with firms, case studies and statistical research to profile the industry across Canada, the U.S. and the world.

The Broadband Networking in Digital Post Production project involves the research of high speed data transfer, imaging and networking to enhance the delivery of specialized, leading-edge, time-sensitive services. The Centre for Image and Sound Research and its partners will receive up to $60,000 in support of the innovative project which improves the competitiveness of firms in the post production industry, and positions firms in the cultural industries to take advantage of new developments of communication technologies. Partners for this project include: Pthalo Systems, Electronic Arts, Rainmaker Imaging, Vertigo Technology, Gastown Post and the Research Networking Association of B.C. (RNet).

"These projects represent a dynamic and highly promising area of growth for our cultural industries" said Mr. Dupuy. "Funding these projects furthers the development of new Canadian technology and positions Canada as a leader in the multimedia industry."

"The multimedia industry in B.C. has emerged rapidly, creating a need for projects like these to identify specific areas of opportunity for the B.C. multimedia industry," said Mr. Barlee. "As B.C. continues to be in the front lines in exploring exciting new possibilities in multimedia technology, we will continue to nurture and expand our pool of talent and expertise in this field."

The Canada-B.C. Agreement on Communications and Cultural Industries is a two-year, $9.0 million federal-provincial agreement designed to assist those sectors in developing and applying innovative technology, creating new markets for their products and services, and in strengthening their industrial infrastructure.

The agreement is administered by the federal Industry Canada and Canadian Heritage departments and the B.C. Ministries of Employment and Investment and Small Business, Tourism and Culture.

Federal funding for this initiative was provided for in the February 1995 federal budget and is therefore built into the existing fiscal framework. It is an example of how the federal government is setting its spending priorities to better serve Canadians by making efficient use of their tax dollars.

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